



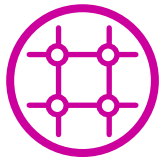
2. PREPARE OURSELVES FOR COLLABORATION

**COLLABORATION QUOTIENT (CQ).**

*"No one cares how much you know, until they know how much you care."*

THEODORE ROOSEVELT

The **Collaboration Quotient (CQ)** tool helps to explore the aptitudes that are needed for successful open innovation. By comparing the Collaboration IQ of an organisation and its people we can examine any differences and start to think about culture change or training programmes needed.



# COLLABORATION QUOTIENT (CQ).

*"No one cares how much you know, until they know how much you care."*

THEODORE ROOSEVELT



Mark X for yourself.  
Mark O for your organisation.

VERY.



NOT  
VERY.



RISK-TAKER

FLEXIBLE

RECEPTIVE

NETWORKED

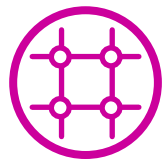
ENTREPRENEURIAL

EMPATHETIC

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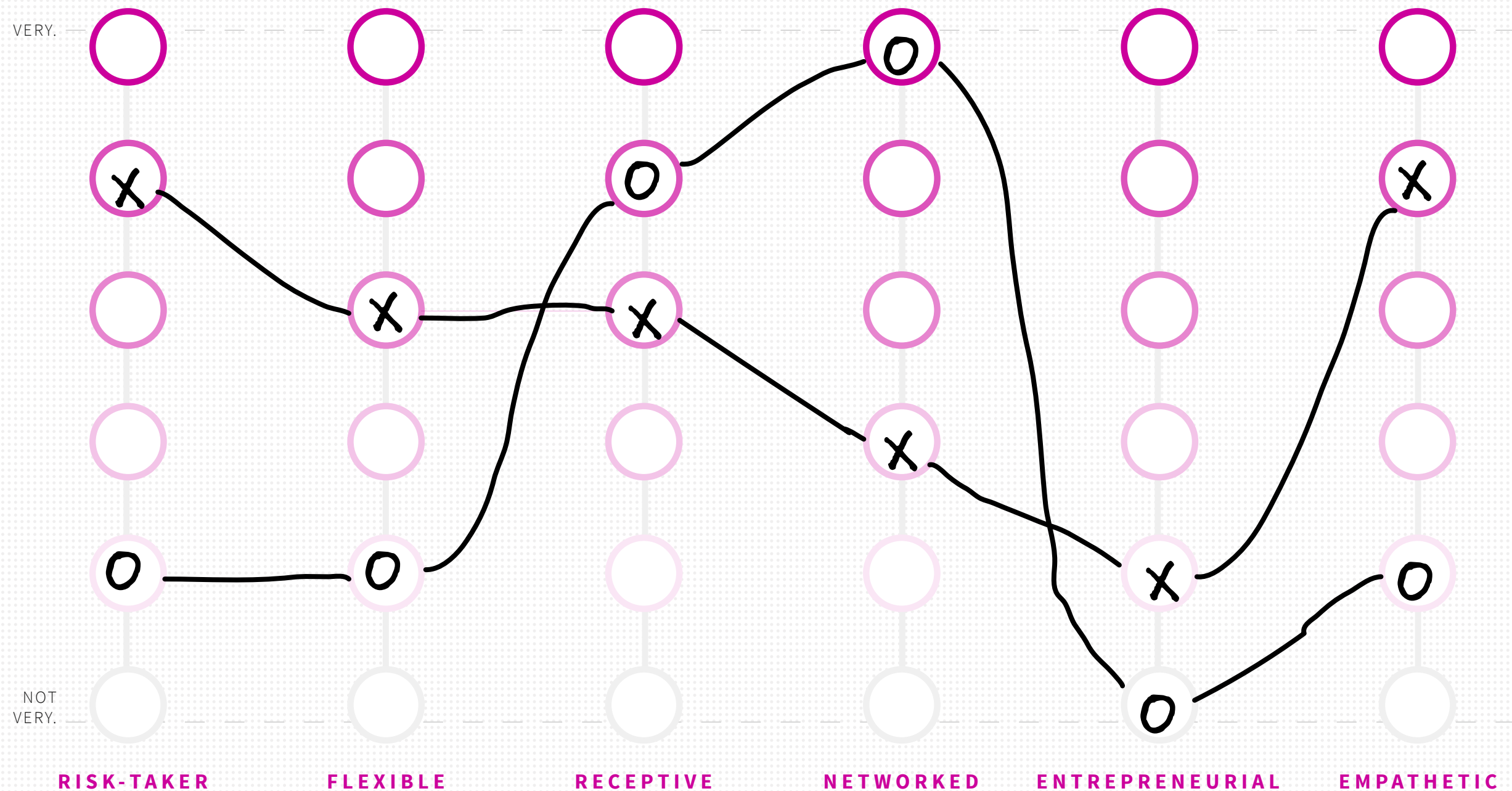
## COLLABORATION QUOTIENT (CQ) - EXAMPLE.

"No one cares how much you know, until they know how much you care."

THEODORE ROOSEVELT



Mark X for yourself.  
Mark O for your organisation.



NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation



#### 4. DISCOVER NEW IDEAS **NETWORK BUILDER.**

*"Innovation is a by-product of engaged networks."*

VERNA ALLEE

The **Network Builder** tools help to design relevant and bespoke networks that support successful open innovation. In order to mobilise the outside world to innovate with us we need a map of where to seek help and how the innovation ecosystem is connected up.



# NETWORK BUILDER.

*“Innovation is a by-product of engaged networks.”*

VERNA ALLEE



**1** Give our network a name that is relevant to our need.  
**WRITE IT IN THE CENTRE CIRCLE.**

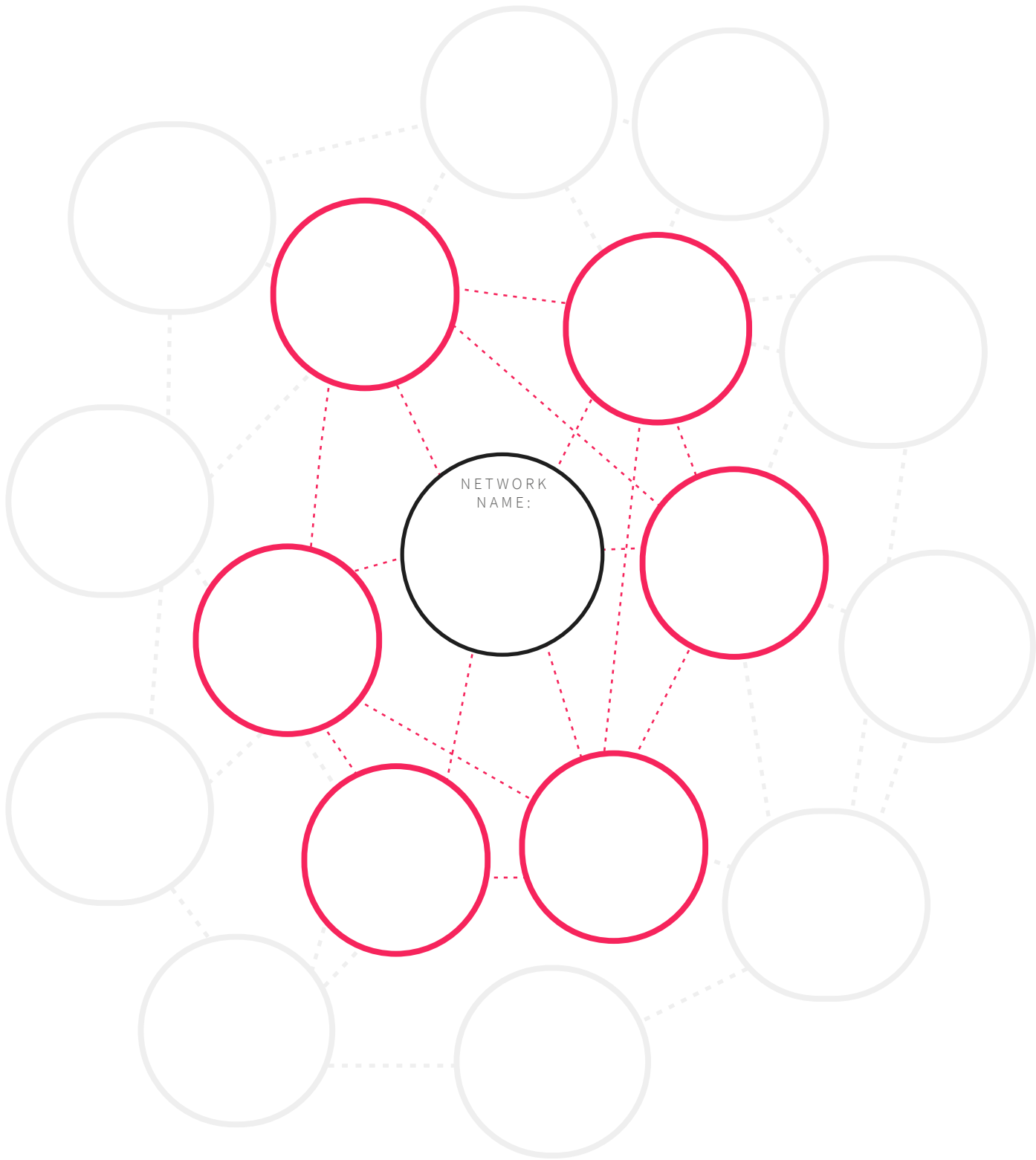
**2** Visualise your current network.  
**WRITE THE NAMES/JOB TITLES/DEPARTMENTS IN THE INNER CIRCLES.**

**3** Add a new network.  
**WRITE NAMES/JOB/TITLES DEPARTMENT THAT WE'D LIKE TO BE CONNECTED TO IN THE OUTER CIRCLES.**

**4** What sector/industries/geographies are relevant to our need?

**5** What keywords are relevant to our search?

**6** How will we engage our network?



NAME:

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## NETWORK BUILDER - EXAMPLE.

*"Innovation is a by-product of engaged networks."*

VERNA ALLEE

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- 1 Give our network a name that is relevant to our need.

WRITE IT IN THE CENTRE CIRCLE.

- 2 Visualise your current network.

WRITE THE NAMES/JOB TITLES/DEPARTMENTS IN THE INNER CIRCLES.

- 3 Add a new network.

WRITE NAMES/JOB/TITLES DEPARTMENT THAT WE'D LIKE TO BE CONNECTED TO IN THE OUTER CIRCLES.

- 4 What sector/industries/geographies are relevant to our need?

Financial services, Mobile communications, Social media  
Apps development, Emerging economies

- 5 What keywords are relevant to our search?

Cashflow, management, mobile, overdraft, overdrawn,  
money, financial, credit, balance, budget, smartphone, apps,  
applications, bank, banking

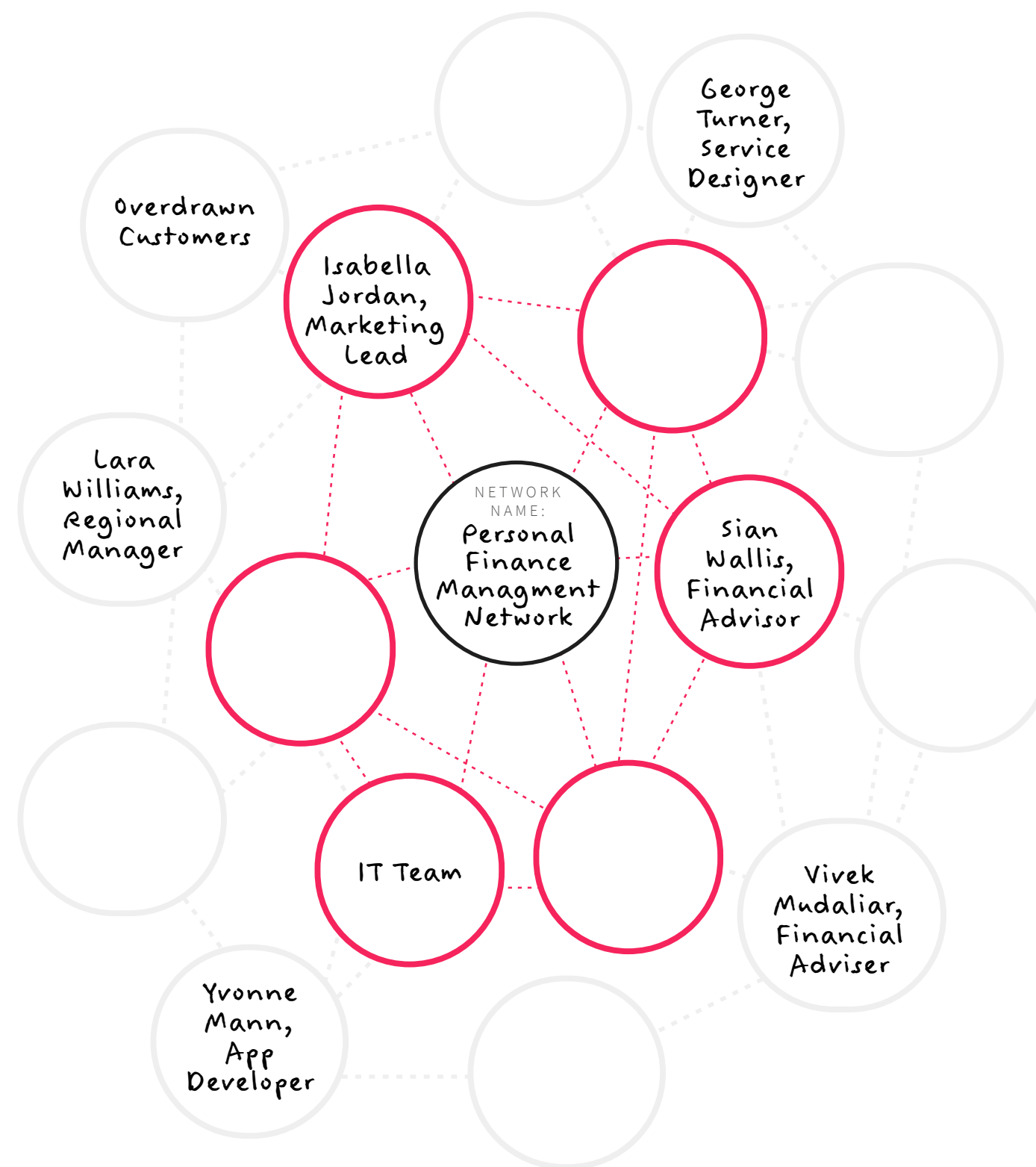
- 6 How will we engage our network?

Targeted social media outreach: on Twitter and on LinkedIn.  
Team to join relevant networks online, such as the Service Design  
Network, and to attend specific networking events and talks  
relevant to our need.

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4. DISCOVER NEW IDEAS

INTERESTING QUESTION.

*"It is better to ask a question that is deep and strange and unexpected than having the answer to everything."*

WERNER HERZOG

The **Interesting Question** tool gives us the principles and process for creating open innovation challenges that are based around clear, compelling and communicable questions.





## INTERESTING QUESTION.

*"It is better to ask a question that is deep and strange and unexpected than having the answer to everything."*

WERNER HERZOG



1 What is the title of our challenge?

2 What is the problem we are trying to solve?

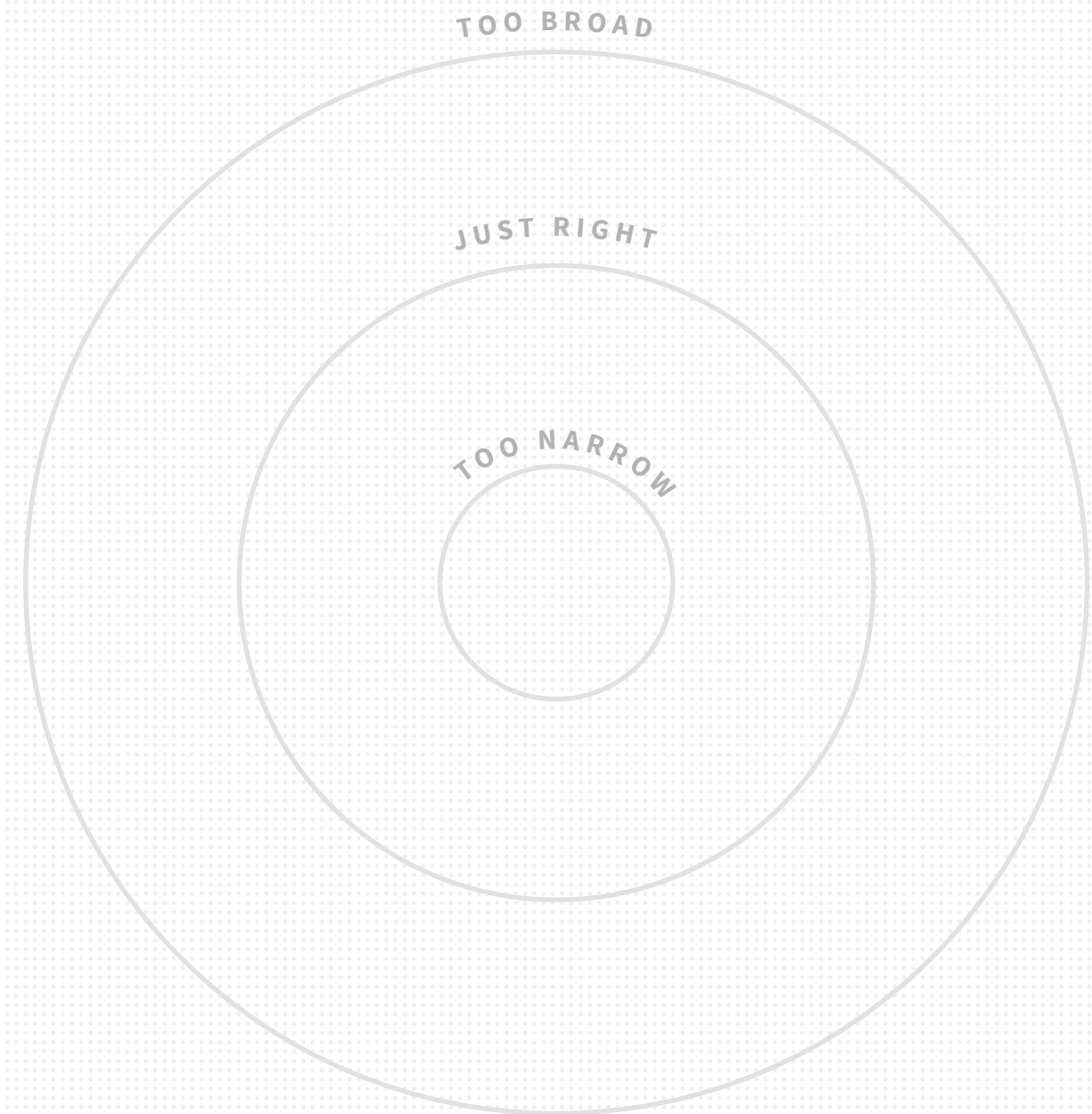
3 Who is interested in our challenge?

4 What motivates them?

5 What motivates our organisation?

6 What is our Interesting Question?

WRITE OR BRAINSTORM SEVERAL ALTERNATIVE QUESTIONS AND ARRANGE THEM ON THE GOLDBLOCKS CHART BELOW.



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## INTERESTING QUESTION - EXAMPLE.

*"It is better to ask a question that is deep and strange and unexpected than having the answer to everything."*

WERNER HERZOG



1 What is the title of our challenge?

The Cashflow Challenge

2 What is the problem we are trying to solve?

Who is interested in our challenge?

3 Who is in our crowd?

How can we help busy, working people better manage their personal finances on the move?

4 What motivates them?

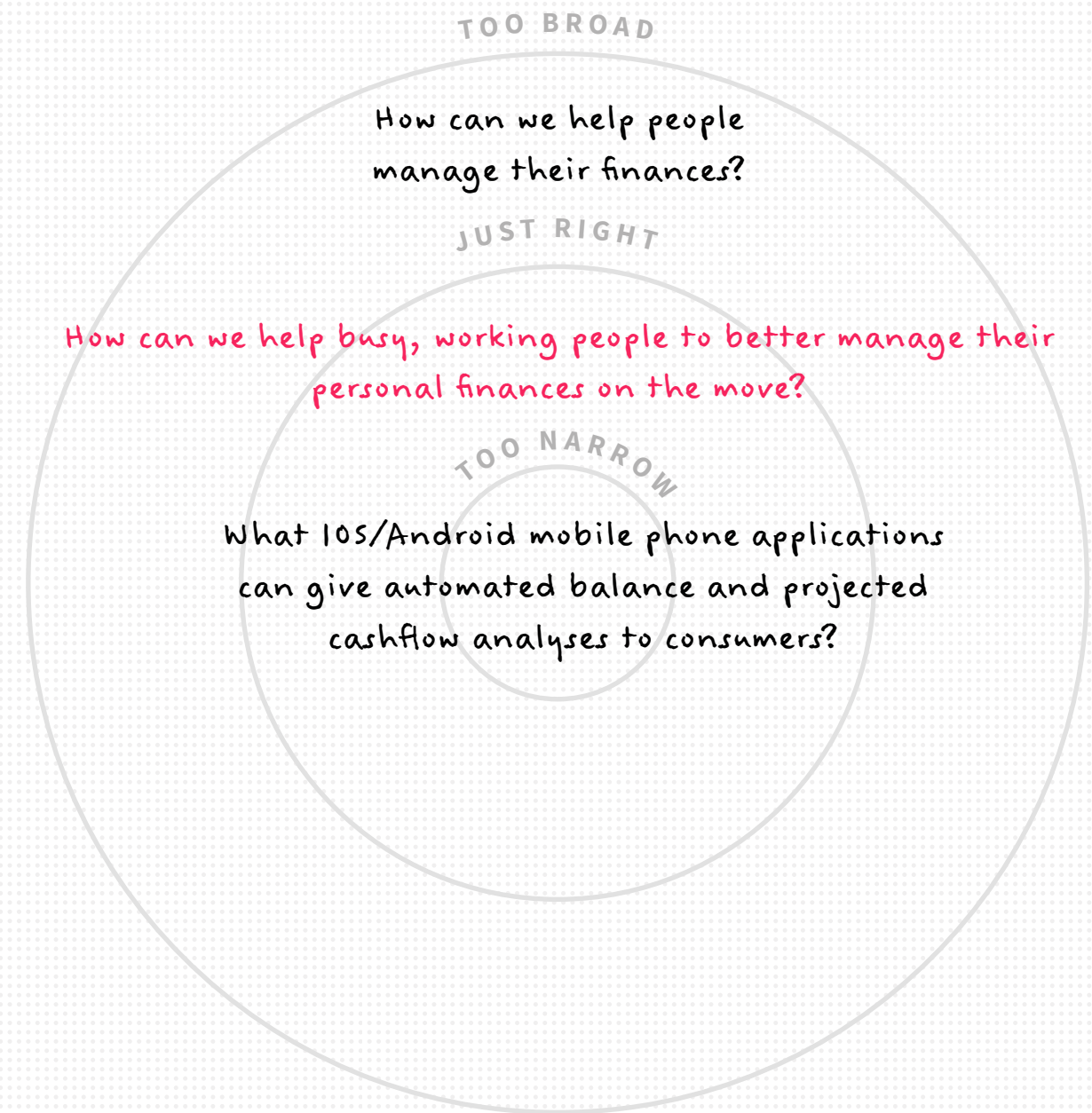
Consumers have money worries and are afraid of going unintentionally overdrawn. Developers see this as a creative challenge that will help people manage their money.

5 What motivates our organisation?

The brand, marketing, Financial Advisor and R&D team are all aware and behind this challenge. They understand that answering is key to customer retention in particular.

6 What is our Interesting Question?

WRITE OR BRAINSTORM SEVERAL ALTERNATIVE QUESTIONS AND ARRANGE THEM ON THE GOLDBLOCKS CHART BELOW.



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## 5. CONVENE COLLABORATIVE WORKSHOPS **JAM DESIGNER.**

*"It's very hard to write a song alone. It's only by jamming that you can get a song together."*

MAURICE GIBB

The **Jam** is a collaborative style of workshop that deliberately mixes diverse people and disciplines to find new powerful hybrid ideas. This tool is a 'how to' for planning a productive and creative session for new ideas, propositions, business models or prototypes. Getting colleagues or partners involved in a Jam also helps get buy-in and maintain momentum throughout the innovation process.



# JAM DESIGNER.

*"It's very hard to write a song alone. It's only by jamming that you can get a song together."*

MAURICE GIBB



1 What are the Jam's objectives?

2 What type of Jam are we planning?

- ☐ INSIGHTS JAM
- ☐ IDEAS JAM
- ☐ PROPOSITION JAM
- ☐ BUSINESS MODEL JAM
- ☐ PROTOTYPING JAM

3 Who is going to Jam with us?

4 What stimulus materials will we need?

5 What is our outline agenda?

AM - DIVERGENT THINKING

AM - CONVERGENT THINKING

PM - DIVERGENT THINKING

PM - CONVERGENT THINKING

NAME:

DATE:

TEAM:



## JAM DESIGNER - EXAMPLE.

*"It's very hard to write a song alone. It's only by jamming that you can get a song together."*

MAURICE GIBB



### 1 What are the Jam's objectives?

Come up with 10 new services that help people manage their finances in a more intuitive and easy-to-use manner.

### 2 What type of Jam are we planning?

☐ **INSIGHTS JAM**

☒ **IDEAS JAM**

☐ **PROPOSITION JAM**

☐ **BUSINESS MODEL JAM**

☐ **PROTOTYPING JAM**

### 3 Who is going to Jam with us?

Lead users of apps, online banking who are also our customers.

our retail banking team including bank managers.

Independent financial advisors and financial journalists.

### 4 What stimulus materials will we need?

We have chosen 1 key unmet need: To know exactly how much I have to spend each month.

### 5 What is our outline agenda?

#### **AM - DIVERGENT THINKING**

Agree the objectives, warm up using exercises from Co-creation Techniques, plenary financial services brainstorm using Co-creation Techniques

#### **AM - CONVERGENT THINKING**

Delegates form breakout groups to classify and prioritise ideas based on fit with brand and customer appeal.

#### **PM - DIVERGENT THINKING**

Breakout groups role-play how the different new services would work in practice.

#### **PM - CONVERGENT THINKING**

Breakout groups develop and name the best services and present back.

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5. CONVENE COLLABORATIVE WORKSHOPS  
**JAM BEHAVIOURS.**

*"A new idea is nothing more or less than the combination of old elements."*

JAMES WEBB YOUNG

This tool helps us communicate and encourage collaborative behaviours in a workshop. Observing our **Jam Behaviours** will help get better ideas and teamwork and ensure people have a positive and creative experience too.

INSPIRED BY: Hidden Gorilla



## JAM BEHAVIOURS.

*"A new idea is nothing more or less than the combination of old elements."*

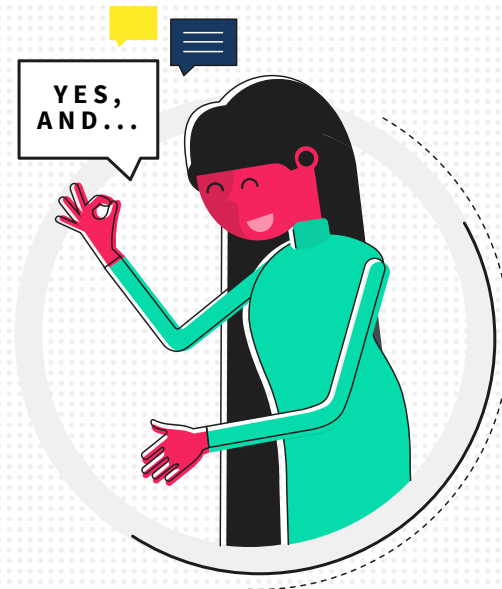
JAMES WEBB YOUNG

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Open



### 1 BUILD ON IDEAS.

By simply changing your language from "no, but..." to "yes, and..." helps to encourage and build on ideas. Encourage the group to notice their language and stop using "no, but..." in favour of **"yes, and..."**.



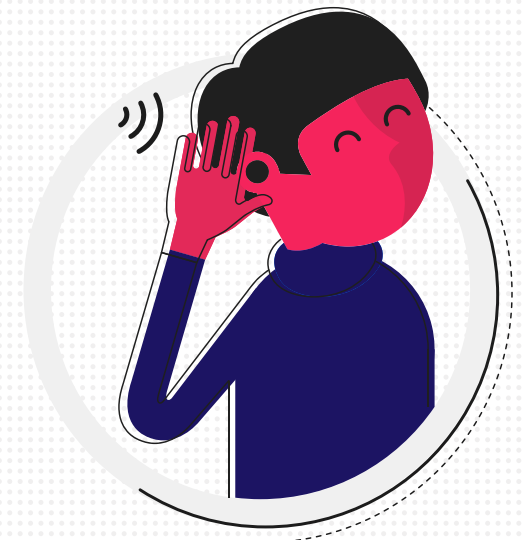
### 2 LEAN IN, DON'T LEAN BACK.

Actively listen to your colleagues and show this with your body language, it will **encourage people to be brave** and share their thoughts and ideas to know they have an attentive audience.



### 3 ONE CONVERSATION AT A TIME.

With a group of people it can sometimes be hard to give everyone an opportunity to speak, so having **one conversation helps keep focus** encourages equal participation. Help people be aware of this and facilitate one conversation at a time.



### 4 NO GADGETS UNTIL THE BREAK.

Making it a **gadget free zone** helps people to be truly present and give their full attention to the important question at hand. Pop out to deal with urgent call and emails, or better still, wait until a break.







## JAM BEHAVIOURS.

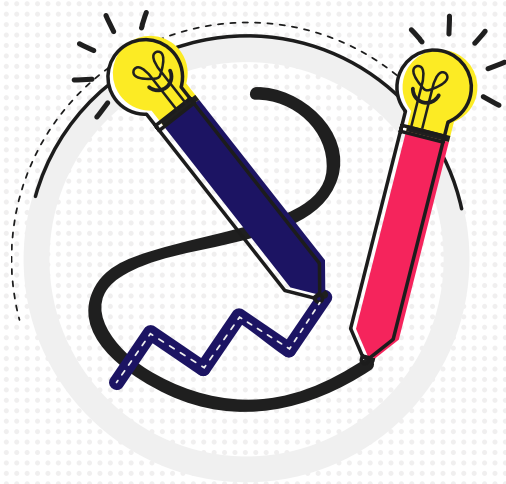
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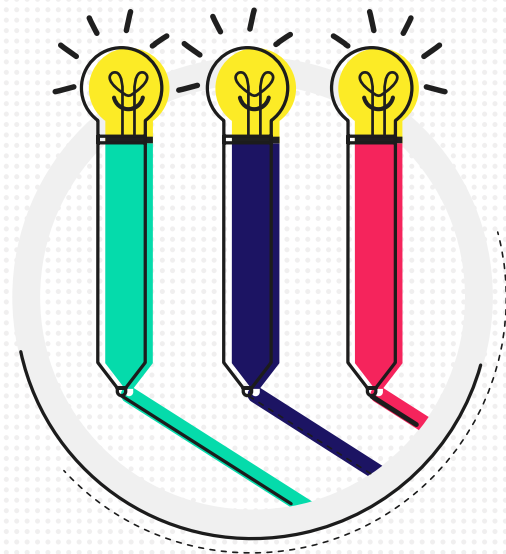
### 5 USE WORDS AND PICTURES.

We all learn in different ways, so encourage people to express their ideas visually in both words and pictures. It will help to **trigger more connections** and associations.



### 6 CAPTURE EVERY IDEA.

It is vital **all the ideas are recorded**, even the ideas that you think are too wacky or will never work. It is often these ideas that are the ones that are refined into the workable ideas that have the most impact.



### 7 LEAVE JOB TITLES AT THE DOOR.

Regardless of seniority or service, everyone's views are of **equal value and importance**.



### 8 THE RULE OF TWO FEET.

Spend time in the groups that interest you or where you feel you can add **most value**. If it's not working, move.







## 7. BUILD BUSINESS PARTNERSHIPS **GIVE / GET.**

*“From what we get we make a living. From what we give we make a life”.*

ARTHUR ASHE

Collaborative innovation is only possible when what each partner gives is balanced by what each gets. The **Give|Get** tool helps us define what our business offer will be to potential partners and what we will expect in return.

INSPIRED BY: WeCreate



## GIVE / GET.

*"From what we get we make a living. From what we give we make a life".*

ARTHUR ASHE



1

NAME:

ORGANISATION:

CONTACT:



SKETCH

2

What are we going to GIVE?

WHAT SKILLS AND RESOURCES, DATA AND TECHNOLOGY,  
CONTACTS OR MONEY COULD WE POTENTIALLY OFFER?

3

What are we going to GET?

WHAT SKILLS AND RESOURCES, DATA AND TECHNOLOGY,  
CONTACTS OR MONEY ARE WE LOOKING FOR?

NAME:

DATE:

TEAM:



## GIVE / GET - EXAMPLE.

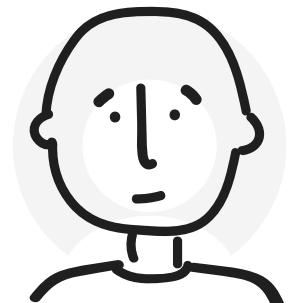
"From what we get we make a living. From what we give we make a life".

ARTHUR ASHE



1 NAME: Frank Bank

ORGANISATION: Interbank



SKETCH

2 What are we going to GIVE?

WHAT SKILLS AND RESOURCES, DATA AND TECHNOLOGY, CONTACTS OR MONEY COULD WE POTENTIALLY OFFER?

1. A \$5000 fund to develop a prototype
2. We intend to license a new technology from a partner and/or to share the revenue taht it generates.
3. We will enter into a revenue share arrangement with our partner so that they can share in the benefits that the app brings to us.

3 What are we going to GET?

WHAT SKILLS AND RESOURCES, DATA AND TECHNOLOGY, CONTACTS OR MONEY ARE WE LOOKING FOR?

1. A working app and development capability.
2. Design skills and user insights.
3. Reliable and stable company that passes our procurement hurdles.
4. Agile and flexible working style
5. An app that integrates seamlessly with our systems

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